

## ABSTRACT OF THE DISCLOSURE

In a display system, a projector 1 is mounted inside a vehicle A, and emits a light beam generated based on an image  
5 signal toward an opening G formed at a portion near a rear end of the vehicle A. An exterior screen 32 is extendable toward the opening G and is made of a material having low stiffness. While being extended toward the opening G, the exterior screen 32 displays an image by allowing the light L beam emitted by the  
10 projector 1 to pass therethrough. A screen housing unit 31 is mounted on or near one of a rear hatch B and a back door B of the vehicle A for accommodating the exterior screen 32.